

Message Text

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FM AMEMBASSY VICTORIA

TO US DEPARTMENT OF COMMERCE

INFO SECSTATE WASHDC 1081

AMEMBASSY NAIROBI

UNCLAS VICTORIA 0773

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: TRADE PROMOTION

1. SEYCHELLES, A MULTI-ISLAND NATION OF 62,000 POPULATION AND ABOUT 10,000 MILES FROM THE NEAREST U.S. PORT, OFFERS VERY SMALL POTENTIAL MARKET FOR U.S. PRODUCTS. TO THE EXTENT THAT THIS MARKET MIGHT BE EXPLOITED, HOWEVER, POST WOULD LIKE TO ESTABLISH A SMALL COMMERCIAL PROGRAM IN THE EMBASSY.

2. POST REQUIRES USDOC GUIDANCE AND INSTRUCTIONS ON SETTING UP A SMALL RPT SMALL PROGRAM, KEEPING IN MIND THE LIMITED SPACE AND PARTICULARLY LIMITED STAFF AVAILABLE.

3. IN ANY TYPE OF PRESENTATION TO LOCAL BUSINESSMEN, POST WOULD EXPECT TO HAVE A GROUP OF NOT MORE THAN 30-40, INCLUDING BUSINESSMEN AND HOTEL MANAGEMENT. THIS MIGHT ALSO INCLUDE SOME GOVERNMENT EMPLOYEES.

4. POST IS AWARE (THROUGH AMEMBASSY NAIROBI COMMERCIAL SECTION) OF USDOC NEWSLETTER. WE WILL BE RECEIVING COPIES FROM NAIROBI AS WELL AS THE NEWSLETTER LOCALLY PRODUCED IN NAIROBI. WHAT WE REQUIRE IS INFORMATION ABOUT WHAT MATERIAL IS AVAILABLE FROM USDOC THAT MIGHT BE SUITABLE FOR VICTORIA OR THAT MIGHT BE ADAPTED TO VICTORIA'S BUSINESSMEN. TO ASSIST

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USDOC IN PROVIDING PERTINENT INFORMATION, SOME QUESTIONS ARE LISTED THAT SHOULD BE ANSWERED.

A. ARE ANY BROCHURES OR FLYERS AVAILABLE THAT COULD BE DISTRIBUTED WEEKLY OR MONTHLY, 20-30 COPIES?

B. ARE FILMS OR VIDEO TAPES AVAILABLE LISTING NOT ONLY NEW PRODUCTS BUT OLDER PRODUCTS THAT HAVE NOT BEEN SEEN

HERE IN THE SMALL, PROTECTED ENVIRONMENT OF SEYCHELLES?

C. WHAT LITERATURE OR BOOKS ARE AVAILABLE SHOWING PRODUCTS AVAILABLE AND THEIR SOURCES? POST HAS "THOMAS REGISTER" BUT THIS DOES NOT SHOW ANY PRODUCTS, ONLY SOURCES. THE BIG NEED WOULD BE TO HAVE PHOTOS OR DESCRIPTIONS OF PRODUCTS.

D. COULD USDOC HAVE EMBASSY PUT ON ONE-TIME DISTRIBUTION FOR CATALOGS, BROCHURES, ETC. FROM U.S. INDUSTRY? REALIZE THIS MIGHT RESULT IN A FLOOD OF UNWANTED OR UNUSEABLE MATERIAL BUT AT PRESENT, EMBASSY DOES NOT KNOW HOW TO OBTAIN MATERIAL ON A SELECTIVE BASIS.

E. COULD USDOC HAVE PROMOTIONAL OR SALES LITERATURE SENT IN THE FOLLOWING SPECIFIC AREAS:

- 1) HOUSEHOLD ITEMS: POTS, PANS, CUTLERY, DISHES.
- 2) HOUSEHOLD DECORATIONS: VASES, WALL ORNAMENTS.
- 3) SALT WATER FISHING TACKLE: RODS, REELS, LURES, NETS, TRAPS, LINE.
- 4) SPORTING GOODS: SPORTS ARE EXTREMELY POPULAR IN SEYCHELLES AND WHILE VOLUME WOULD BE LOW, INTEREST IS HIGH. SPORTING GOODS SHOULD INCLUDE COMPLETE RANGE OF ITEMS. TENNIS, SOCCER, BASKETBALL, SQUASH, WATER SPORTS ARE THE MOST POPULAR. SPECIFIC PRODUCTS COULD INCLUDE EQUIPMENT AND RELATED ITEMS. BALLS, NETS, UNIFORMS, BASES, SCORING AND TIMING EQUIPMENT, ALL WOULD BE OF INTEREST.
- 5) BOATING EQUIPMENT (MOST BOATS ARE SMALL FISHING BOATS, MAXIMUM SIZE COMPARABLE TO 30-FOOT BERTRAM DOWN TO LARGE ROW BOATS--USED FOR FISHING AND TOURISM). SUGGESTED UNCLASSIFIED

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PRODUCT LINES WOULD BE FENDERS, SMALL NAVIGATION INSTRUMENTS, TANKS, PROPS, METAL FIXTURES, ANCHORS, RIGGING, CANVAS TOPS, ETC.

6) HOTEL ITEMS: RECEPTION EQUIPMENT, KEYS AND HOLDERS, FORMS, CONSUMABLE CUSTOMER AND ROOM ITEMS, PAPER PRODUCTS, TABLE SERVICE ITEMS, FOOD PREPARATION EQUIPMENT, LIGHTING AND OTHER ROOM AND RECEPTION FIXTURES, SECURITY EQUIPMENT, TOURIST AMUSEMENT GAMES AND MACHINES, HOTEL MAINTENANCE EQUIPMENT AND PRODUCTS, POLISHES, CLEANERS, MACHINES.

7) PRODUCTS ASSOCIATED WITH TOURISM AND TOURIST TRADE: SOUVENIRS, WATER SKIING EQUIPMENT.

8) SOLAR HEATERS: FOR HOT WATER AND COOKING AND LIGHTING--NOT HOME HEATING.

9) PREFAB, LOW-COST HOME CONSTRUCTION: SHOULD INCLUDE MOLDS, FORMS, PLANS, RAW MATERIALS REQUIRED.

5. IT SHOULD BE NOTED THAT IN VERY FEW INSTANCES WOULD HIGH-COST ITEMS BE ACCEPTABLE. LOW INCOMES IN SEYCHELLES WOULD PUT HIGH-COST ITEMS OUT OF REACH OF MOST FAMILIES.

6. IF USDOC REQUIRES ANY FURTHER INFORMATION FROM EMBASSY TO ASSIST IN EVALUATING LOCAL MARKET POTENTIAL, QUESTIONS ARE WELCOME. ANY GUIDANCE OR SUGGESTIONS ARE MOST WELCOME.

IF USDOC IS AWARE OF ANY PROGRAMS BEING RUN AT SIMILAR SMALL
POSTS OR IF SAMPLE NEWSLETTERS OR LOCALLY PRODUCED INFORMATION
SHEETS ARE AVAILABLE FROM POSTS, EMBASSY WOULD WELCOME RECEIVING
SUCH INFORMATION. MATTSON

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